

National Nutrition Education Conference

September 12, 2005

SNAPping together Across the Commonwealth

Puerto Rico's State-based Nutrition Action Plan Model



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Topics

- **What is SNAP?**
- **Priority of SNAP**
- **Chronology**
- **Puerto Rico's Plan**
- **Partnerships**
- **Where are We?**
- **Questions**
- **Wrap-up**





What is SNAP?

- SNAP means State-based Nutrition Action Plan.
- FNS initiative that promotes statewide collaborative efforts in nutrition education among agencies that administer USDA food assistance programs.
- FNS provides leadership and assistance in developing nutrition action plans.
- Supports DHHS Healthier U.S. and Healthy People 2010 initiatives.





SNAP Initiative

- Focus the Nutrition Education in the promotion of healthy habits and physical activities.
- The Team Nutrition theme is **Eat Smart, Play Hard.**
- Promote the Collaboration between Food Nutrition Services (**FNS**) Programs





Priority of SNAP

FNS National Nutrition Education Conference (February 2003).

The objectives were to:

- ❖ Build skills in nutrition education theory, practice, and evaluation.
- ❖ Apply networking and partnership skills to foster cross-program nutrition education in FNS nutrition assistance programs.
- ❖ Learn about and apply successful approaches for providing integrated and comprehensive nutrition education.
- ❖ Understand FNS nutrition priorities, current and emerging initiatives, and the resources and tools to help address them.





Priority of SNAP Undersecretary Bost's Letter

The Honorable Johnny B. Rullan
Secretary
Puerto Rico Department of Health
Post Office Box 70184
San Juan, Puerto Rico 00936

Dear Secretary Rullan:

Poor diet and inactivity are major factors in the deaths of over 300,000 Americans each year. **One of my key priorities as Under Secretary for Food, Nutrition, and Consumer Services is to improve eating and related lifestyle behaviors as a preventive approach to reducing diet-related health problems in America**, especially the rising epidemic of overweight and obesity among children.

The Federal nutrition assistance programs administered by the United States Department of Agriculture reach one in five Americans each year and make a real difference in the lives of children and low-income families. **While many State programs have excellent nutrition education interventions, I would like to see these programs work together more closely. I believe that the overall effectiveness of our efforts can be enhanced through closer collaboration and coordination among the nutrition programs at the State and local levels.** For example, a coordinated and integrated nutrition education initiative among the Women, Infants, and Children (WIC), Food Stamp, Child Nutrition, and Commodity Food Programs, to promote healthy eating and physical activity in preschool children could reach a larger number of children, their families, and their community, with sufficient frequency and intensity to achieve real results in preventing childhood obesity.

Last February we took an important first step to facilitate a more coordinated and integrated approach to nutrition education across our programs by convening networking sessions that included representatives from many of your State's nutrition assistance programs (Food Stamps, WIC, and Child Nutrition). Forty-seven States were involved in the process as part of the first National USDA Nutrition Education Conference, Nutrition Connections: People, Programs, and Science.

“One of my key priorities....is to improve eating and related lifestyle behaviors as a preventive approach to reducing diet-related health problems in America.”

“...State programs have excellent nutrition education interventions...our efforts can be enhanced through closer collaboration and coordination among the nutrition programs at the State and local offices.”

Undersecretary Bost's Letter

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In these sessions, State representatives identified a common nutrition goal and began developing a State-based Nutrition Action Plan (SNAP) outlining how they would work together to achieve this goal. This approach recognizes that **no one program has the resources to support the type of ongoing and comprehensive interventions required to make behavior change a reality.** It also acknowledges that **we must engage in effective collaborations at all levels** to stem the expanding prevalence of diet related diseases and prevent the increasing incidence of overweight and obesity. I believe developing the **SNAP provides a unique opportunity to work together, create synergy, and get results.** Most States did identify their common goal. Please refer to the enclosed map summarizing the goal(s) chosen by each State.

In the next few weeks, the Food and Nutrition Service Regional Office will contact State Program Directors about the next steps in this process. **I ask that you join me in this effort** to strengthen collaboration among the nutrition assistance programs in your State. Please start by reemphasizing to Program Directors and key staff administering these programs that real collaboration with their counterparts in other departments is essential if we are to get real results. Secondly, encourage your Program staff to be active participants in developing and implementing SNAP by reaching out and engaging their counterparts in this process. Finally, you can take a proactive role by working with your colleagues in other departments to formalize an ongoing collaborative approach under a memorandum of understanding. These are a few options. There is no doubt there are other ways to achieve the desired results, but the important thing is that we act in a coordinated fashion to address these issues. **I truly believe, that working together we will make a difference in your State and ultimately across America.**

Sincerely,

Eric M. Bost
Under Secretary
Food, Nutrition, and Consumer Services
Enclosure

"...no one program has the resources to support the type of ongoing and comprehensive interventions required to make behavior change a reality."

"...we must engage in effective collaborations at all levels..."

"SNAP provides a unique opportunity to work together, create synergy, and results."

"I ask that you join me in this effort..."

"I truly believe, that working together we will make a difference in your State and ultimately across America."



Chronology

- → Late 2003: PR gets involved with SNAP.
- December 2003: MARO/CAO conference call with PR SNAP Executive Steering Committee.

2004

- January 14: Follow-up meeting with the Executive Steering Committee.
- January 23: CAO briefs PRDOF on NAP special agriculture projects.
- January 29: CAO meets with PRDOH.
“Health Recommends” becomes a partner.





Chronology (Cont.)

- **February 8: CAO participates in “Health Recommends” walk-a-thon with health secretary.**
- **February 12: Follow-up meeting of Executive Steering Committee.**
- **February 19: First Work Group meeting.**
- **March 2: Work Group follow-up meeting.**
- **March 4 (AM): CAO briefs PR Milk Industry; becomes a partner.**
- **March 4 (PM): CAO briefs PR Food and Nutrition Commission; joins coalition.**





Chronology (Cont.)

- **March 24: SNAP presentation during PRDOE Nutrition Education Summit.**
- **March 29: SNAP briefing to College of Nutritionists and Dietitians; they sign on.**
- **March 31: SNAP briefing to Roberto Salazar, FNS Administrator.**
- **April 2: Work Group meeting.**
- **April 16: Executive Steering Committee and Work Group meeting.**





Chronology (Cont.)

- **April 29: Briefing to the PR ADA Chapter, the Puerto Rico Nutrition Committee, the Department of Recreation and Sports, and the Graduate School (Nutrition Program) of UPR's School of Public Health.**
- **May 18 and June 23: Work Group meeting.**
- **August 10: Executive Steering Committee meeting.**
- **August 17: Executive Steering Committee and Work Group meeting.**
- **November 6: General elections.**





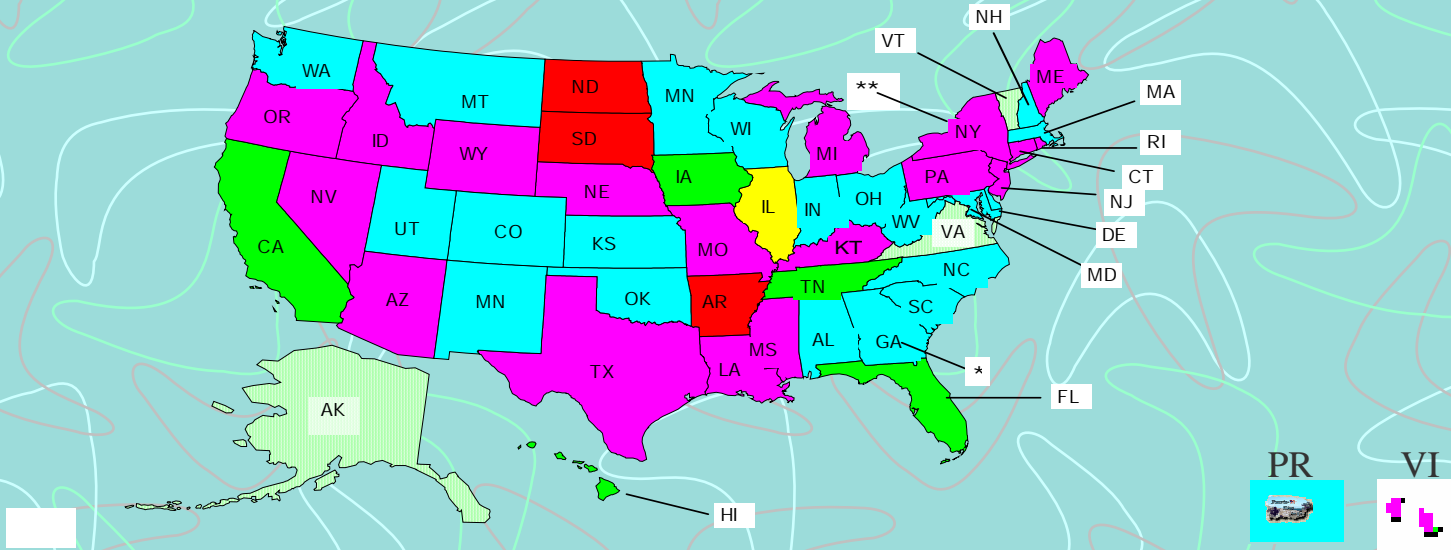
Chronology (Cont.)

2005

- **February – Executive Steering Committee and Work Group meeting. Welcome new members.**
- **March – PIENSA participates in DOE Nutrition Month events.**
- **May – CAO briefs new ADSEF Administrator on Special Agricultural Project**
- **June – CAO briefs new ASDA Administrator on PIENSA and Special Agriculture Project**
- **August – Executive Steering Committee Meeting.**



Cross-Program Goals:
Focus Areas for State Nutrition Assistance Programs



Promote Healthy Eating & Active Lifestyles (blue)

Educate individuals, families and communities about healthy dietary patterns and regular physical activity, based on the Dietary Guidelines for Americans.

Develop Partnerships & Collaboration to Prevent Overweight & Obesity (pink)

Establish and support partnerships and collaborative interventions between the USDA nutrition assistance programs and other related groups in prevention efforts targeted at overweight and obesity.

Formulate Partnerships to Promote Fruit & Vegetable Consumption (green)

Establish and support partnerships and collaborative interventions between the USDA nutrition assistance programs and other related groups in efforts to increase the consumption fruits and vegetables a day. Establish and support a promotion campaign to foster public awareness of the importance of fruits & vegetables.

Promote Healthy Community & School Nutrition Environment (yellow)

Educate teachers, staff and parents about the importance of school physical activity, healthy eating and nutrition programs and policies.

Create Role Models for Healthy Eating & Active Living (red)

Educate parents, teachers, coaches, staff and other adults in the community about their importance as role models for children, and teach them how to be models for healthy eating and regular physical activity.



Puerto Rico's Nutrition Action Plan

Goal

Educate individuals, families and communities about healthy dietary patterns and regular physical activity, based on the Dietary Guidelines for Americans.





Puerto Rico's Nutrition Action Plan

Objective

The USDA nutrition assistance programs will establish support partnerships and collaborative efforts to educate individuals, families, and communities about healthy dietary patterns and regular physical activity using a simple and uniform message.





Puerto Rico's Nutrition Action Plan

Specific Objectives

- **Identify each agency's current activities and initiatives to promote healthy dietary patterns and regular physical activity.**
- **FNS State agencies will coordinate a nutrition education campaign to promote healthy dietary patterns and regular physical activity.**





Nutrition Action Plan (Cont.)

Tactics

- Establish work group to develop collaborative interventions.
- Choose a name and slogan in Spanish:
Puerto Rico developed its own name
 - ✓ SNAP becomes “PIENSA” is an acronym for Plan Inter-agencial de Educación en Nutrición, Salud, y Acción.
(“Interagency Plan for Nutrition Education, Health, and Action”)
 - ✓ The slogan “**PIENSA Puerto Rico...Camina hacia una Buena Nutrición**”, (“**Think, Puerto Rico... Walk toward a Good Nutrition**”).
will be used as a simple and uniform message by all FNS programs.
- Establish support partnerships with other related groups and existing coalitions and identify financial resources to reach the goal.





Nutrition Action Plan (Cont.)

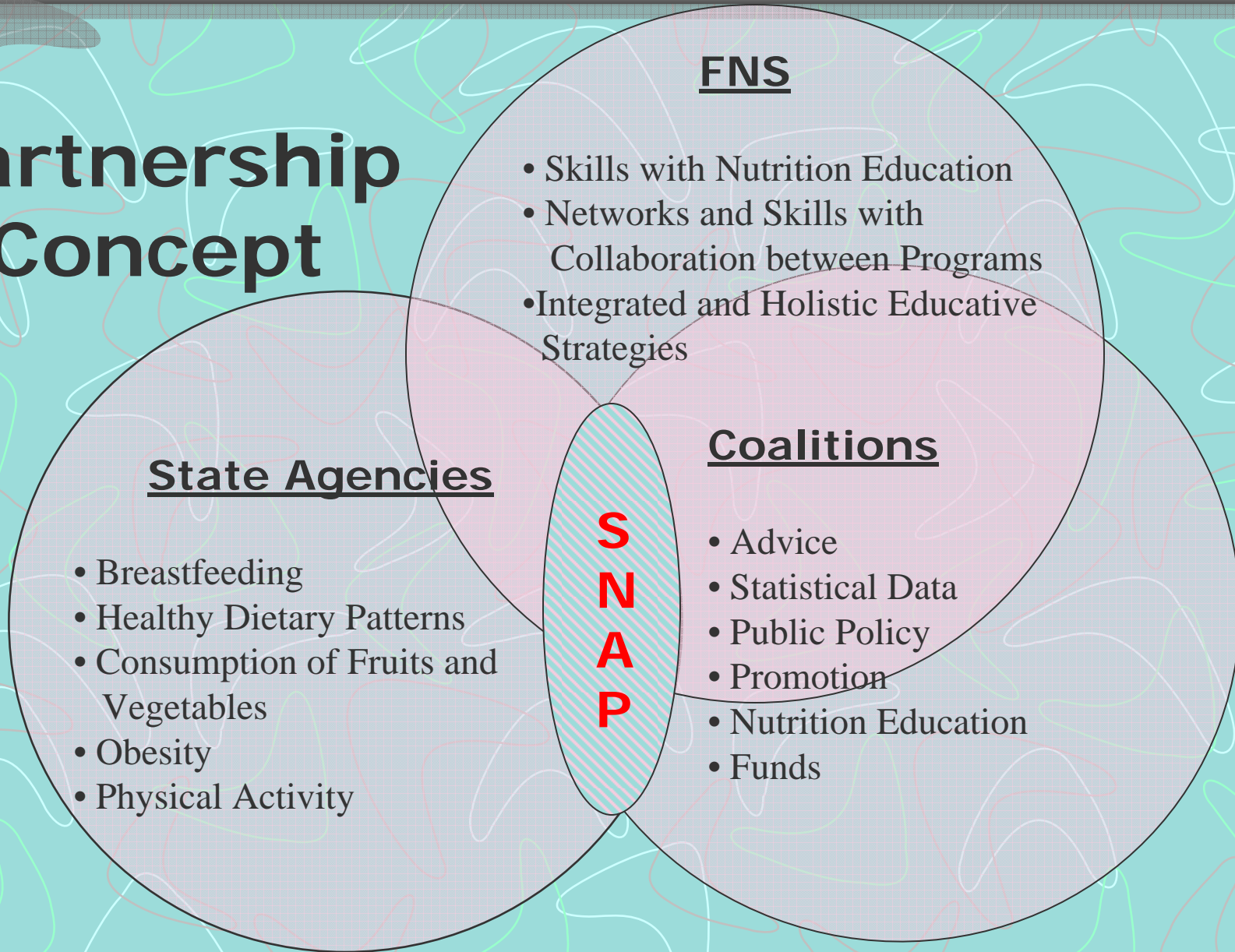
Tactics

- **Develop a multi-media campaign on healthy dietary patterns and regular physical activity during FY 2005. Each FNS program will emphasize their priorities, such as:**
 - ✓ **Breastfeeding**
 - ✓ **Physical Activity**
 - ✓ **Obesity**
 - ✓ **Fruits & Vegetable Consumption**
 - ✓ **Healthy Dietary Patterns**
- **Include the PR PIENSA slogan in all locally produced nutrition education material of each program.**





Partnership Concept



Executive Steering Committee

- ❖ Chair: Jaime Rivera, Director, USDA, FNS, CAO
- ❖ Idalia Colón, Administrator, ADSEF, PRDOF
- ❖ José A. Ruíz, Administrator, ASDA, PRDA
- ❖ Zulma Soliván, Director, State Agency for Food and Nutrition Services, PRDOE
- ❖ María del Carmen Meléndez, Acting State Executive WIC Director, PRDOH
- ❖ Aracelis López, SNAP Project Leader, USDA, FNS, CAO



Work Group

- ❖ Aracelis López, Chair, USDA, FNS, CAO
- ❖ Olga Bernardy, Auxiliary Administrator for Operational Services, ADSEF, PRDOF
- ❖ Amy Samalot, Nutritionist, ADSEF, PRDOF
- ❖ Saritza Aulet, Agronomist, Market Specialist, ASDA, PRDA
- ❖ Evelyn Gaud, Nutritionist, State Agency for Food and Nutrition Services, PRDOE
- ❖ María de los Angeles Díaz, Director, Nutrition Services, WIC Program, DOH



Existing Coalitions

- ❖ Puerto Rico Food and Nutrition Commission and its advisory committees
- ❖ Puerto Rico College of Nutritionists and Dietitians
- ❖ Puerto Rico Nutrition Committee
- ❖ “Salud te Recomendamos”, PRDOH
- ❖ Milk Industry
- ❖ ADA, Puerto Rico Chapter
- ❖ PR Department of Recreation and Sports
- ❖ PRDOE, Physical Education Program
- ❖ UPR, Graduate School of Public Health





Where Are We?

- Establish a work group – **OK**
- Establish support partnerships – **OK**
- Identify each agency's activities – **OK**
- Choose name and slogan in Spanish – **OK**
- Identify financial resources – **Ongoing**
- Revise plan for FY 2005/06 – **Ongoing**
- Evaluate PIENSA – **Ongoing**

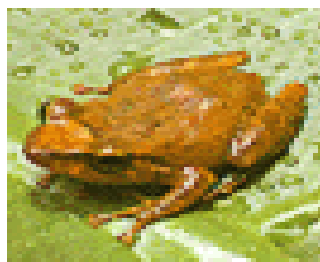




Additional Information

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Together , we will make the difference with
“PIENSA PUERTO RICO” ...Camina hacia una Buena Nutrición”,
(Think, Puerto Rico... Walk toward a Good Nutrition)

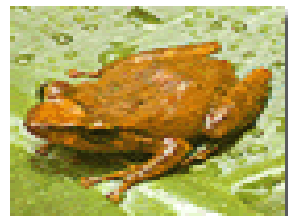




Questions?



Thank You



PUERTO RICO

